

THE ORIGINAL

MOONBEAMS

Smallest Newspaper in the West — Circulation Under 1,000,000

DAILY

Except—Saturday, Sunday, Monday, Tuesday, Wednesday & Thursday

Vol. IV, No. 13 Boyes Hot Springs, Calif. Friday, Oct. 3, 1958

By Mail: \$1.89 Per Year. Pickup, free

This Is National Newspaper Week. . .

IN THE VALLEY OF THE MOON

Well. . . Well. . . Well. . . It's National Newspaper Week and many persons say they'd like to own one. . .

It's a fascination which clings to everyone except newspaper people. . . They have no illusions. . . Now, if you want to own a newspaper, here is what you'll have to do every week. . .

Explain to an advertiser why it is impossible to put his ad on the front page. . .

Explain to an ex-subscriber why you had to cut off his unpaid subscription. . .

Explain why some weeks you've got news running out of your ears and other weeks the paper reads like a joke book. . .

Soothe a lady who called her party in too late. . .

Soothe another lady whose name you misspelled. . .

Apologize to an advertiser for an error in his ad and smile while he tells you what an idiot you are. . .

Decipher scribbles that come in written on check backs, paper napkins, or the back of a letter from Uncle Charlie. . .

Cope with a stack of newsprint that's so full of static you can't pry it apart with tear gas. . .

The last run made, you'll feel a sense of relief . . . for about five minutes. . . Then you start explaining why you did this or didn't do that and it starts all over again. . .

Thank you,
The Publisher

MOONBEAMS

LONDONSIDE, just outside Glen Ellen. It's unique, sure to be remembered. Delectable drinkables and a place for fun.

If you are interested in money. . . "That's old money". . . The Valley of the Moon Coin Club will meet next Tuesday, at 7:30 p.m. at the El Verano Improvement Club.

Applications are invited for superintendent for the making of nurses' uniforms. Successful candidate must have knowledge of upholstery. c/o Box N, Moonbeams.

Yes - - MOONBEAMS will be happy to take care of your RUBBER STAMP problems. Give us a try next time —

A woman reader told us the other day that "Moonbeams is against everything". . . Well she is wrong we are for Incorporation of the City of Boyes. . . We are in favor of better Police Protection. . . in fact we are in favor of voting Yes on Prop 18. . .

Mr. Businessman you could be reading your ad. here. . .

CHEF CARDIN'S RESTAURANT, Glen Ellen. Fastidious in its meals, drinkables. Comfortable, luxurious. We cater anywhere.

A reckless driver is one who passes you on the highway in spite of all you can do.

If you served in World War I—April 6, 1917 to Nov. 11, 1918, World War II—Dec. 7, 1941 to Sept. 2, 1945, or the Korean Action—June 25, 1950 to July 27, 1953. . . YOU belong in The American Legion. . .

ROSE CLEANERS, 18045 Sonoma Highway, Boyes Hot Springs, Phone Guy or Rose Bounds at WEBster 8-2724—50% off this week.

When the young complain to you about the old and the old complain to you about the young . . . you're middle-aged.

If you are need of aspirins, now is the time to stock up during the big sale at the Adobe Drug in Sonoma. . . Two bottles of 200 each making a grand total of 400 aspirin for only 80c.

BILLIE'S RESTAURANT (formerly Susan's) W. Napa, Sonoma. Short orders or full meals. Where Truckers' stop for coffee!

Saturday night will be your last chance this season to dance to the music of the Capitol Serenaders at Verdier's Resort in El Verano, as the resort will close this weekend for the season.

Received a lot of information regarding the Lions Club, which we joined back in 1946. . . They now have 579,300 members and 13,800 clubs. . .

MISSION CHAPEL MORTUARY, Funeral Directors, Sonoma. James and Jack Bisso. Only home-owned and operated mortuary serving Sonoma Valley families. Telephone WE 8-3357.

MOONBEAMS

PALMS INN, Verano. Meet Carl and Rene Inskeeps your hosts, you will find the dining room open every day and evening.

Judge Newton Dal Poggetto sent us a very nice letter this week, and the part we liked about it the most was where he said, "Please send us Moonbeams". . .

Reading a report where Heart Disease is rated No. 1 as the leading cause of death. . . Our doctor told us not to worry about our heart as it would last us as long as we lived. . .

BANCROFT NURSERY, Sonoma. Is the place to order flowers For all occasions . . . They Will Deliver . . .

We learned this week that Sonoma County is having its November 4th Ballots printed in San Francisco. . . You would think that the County Supervisors would believe in trading at home!!! Moonbeams would have appreciated a chance to bid on the job even if they did give it to some of their friends. . .

Millicent Rohrberg is the new proprietor of the Cottage Beauty Shop at 152 East Napa Street, Sonoma. . .

VALLEY OF THE MOON CLEANING PLANT, Hwy. 12, Boyes.

Fast service, Free pickup. We do our own cleaning. WE 8-5839

Received an envelope full of forms from the State of California Board of Equalization. . . It's Sales Tax time again. . .

Had a letter from our insurance broker. . . Sorry for the inconvenience etc. . . and we still have insurance on our auto. . . They blamed my cancellation on a new office girl. . . Hard to get good help these days!!!

Had a nice note from Jim the butcher at the Food Center. . .

FRIBERG DRUG STORE, So. Broadway, Sonoma. Prescription specialists. Time-Ex watches. Soda fountain. A super drug store.

The Schell-Vista Fire Dept. Aux. will hold a cake sale this Saturday. . . No excuse for a burned cake. . .

It was nice to learn that A. R. Grinstead has asked the City of Sonoma to forget the \$50.00 a month raise as City Attorney since he already gets \$225.00 and plans to leave the office soon. . . It's about time the old boy retired and started enjoying life. . .

SONOMA GROVE, Hiway 12 south of Boyes. Finest food and drinkables, homelike atmosphere. Italian foods, also Seafood.

MOONBEAMS

Founded by — Colonel E. A. Little

Published every Friday by Private Bill Sandlin, P. O. Box 446,
Boyes Hot Springs, Calif. \$1.89 per year by mail, pickup, free.

MOON BEAMS

FOUR CORNERS CAFE, So. Broadway, Sonoma, The home of Steam Beer — Sensational Pizzas to take out, Get one today.

Don't forget you have a dance date on October 15th at the Vets Memorial Bldg. in Santa Rosa. . . It will be the 15th Annual Peace Officers Ball. . .

Baby sitter to parents: "Now that you've paid me, and I can speak frankly, I'd like to ask you something: How do you stand him?"

Going First Class. . . When arrested in the Oakland, Calif. railroad yard, a hobo was carrying an electric blanket in his bindle.

VALLEY OF THE MOON CIGARS—Union label, handmade right here at home. Superior quality always. Most dealers have 'em.

The Sonoma County Board of Supervisors have rejected the El Verano zoning plan and have returned it for further consideration. . .

The Sonoma Valley Woman's Club met at the Palms Inn in Verano for their 57th anniversary luncheon, where they learned how to relax. . .

Warning his teenage son about the evils of drink, a father cautioned, "Remember, the man who drinks like a fish is easily hooked."

VERDIER'S, El Verano Atmosphere, Dining, Cocktails, Swimming Terrific Dance Orchestra Every Saturday Night.

Now that school is in full swing fathers are advised that while helping Johnny with his mathematics during his elementary school days was alright such aid can be withdrawn without losing face, now that the boy is beginning to wrestle with geometry and kindred matters in higher education. Tell him greater benefits are derived from figuring out his own problems.

Wanted: Girl for photo-finishing plant, to develop prints, and experienced to handle 3 oversize printers." c/o Box P, Moonbeams.

LEE STARRETT, Massuer, at Bathhouse, Boyes. Massages, slenderizing. You'll look and feel better. Make it a habit.

Received a card with a lot of diamonds on it to count and return, so we did. This week we received a letter stating we were a winner and give us 7 days to pick up our prize of a diamond valued at \$40.00. . . Anybody who wants this diamond offer can have it for \$20.00. . .

Bold Blonde to bashful beau: "I really don't think it's proper for me to continue going out with an unmarried man."

GLEN ELLEN LIQUOR STORE. "Slim" Wallace. On Arnold Drive. Varied Stock — wines, beer, whiskeys, liquors.

MOON BEAMS

MENDEL'S CAFE, Boyes Plaza. Serving daily from 12; Spanish Food, Pizza, Steaks, Seafood — Cocktails — Closed Tuesdays.

It's now Captain Tom O'Riordan, son of Mr. and Mrs. Pat O'Riordan of Glen Ellen. . . Capt. Tom is stationed at Fort Ord with the Army. . .

We can't say much in favor of Clair Engle, but Clem Miller and Joseph A. Rattigan will be honored at a reception in Santa Rosa this Sunday at the Odd Fellows hall at 4:30 p.m.

Confucius says, "Woman's styles change, but the design remains same."

R. A. "BOB" MILLER —o— "Yours for Life"

Insurance Exclusively Next to Telephone Co., Sonoma

Rose at the Rose Cleaners tells us that their 50% discount on all dry cleaning will end on October 9th. . .

Senator F. Presley Abshire announced this week that E. L. Richardson, Ed Hartwell, Frank Le Hay, and Mrs. Garrett Welch will assist in his campaigning for re-election.

After hearing that scientists have found they can create square bubbles, Ye Ole Col. said this could lead to a more glamorous glass of beer.

SONOMA MISSION INN, Boyes. Splendid cuisine, excellent bar, and luxurious accommodations. A fine place to rest and relax.

The State of California is looking for Youth Authority, Social Workers at \$556 a month also a Fish and Game Assistant at \$376 a month and a Pharmacist at \$613 a month. . . For more information contact the State Personnel Board. . . They will also need a new Governor soon, but application for this position have been filed and will soon be filled. . .

Mr. and Mrs. O. E. Thompson are holding their grand opening of the new Boyes Variety Store this weekend. . .

MIRACLE 3 MINUTE CAR WASH — 1010 Santa Rosa Avenue, Santa Rosa—Open 9 a.m.-5 p.m.—Sun. 9 a.m.-2 p.m.—Closed Tue.

The man on the corner says his neighbor just returned from a vacation in Nevada and reached home practically broke. He went away with quite a roll and when asked what become of it, hadn't the Vegas idea. . .

Watch what you do and watch what you say for you are the "U" in the U.S.A.

Drive Carefully—It pays Dividends—Ask Your Insurance Man.
RUSTIC INN, Glen Ellen. Center of town. Last of the original 11 tavern. Jack London liked the place. It's western!

MOON BEAMS

BROADWAY CAFE, Sonoma. Mendel Cader, manager. A cozy bar and dinning room, serving luncheons, dinners. Quiet, efficient.

If, while operating a motor vehicle of any kind, you are involved in an accident where there is loss of life, bodily injury or property damage in excess of \$100.00, you must report the accident within 15 days to the State Dept. of Motor Vehicles. . .

In most American households good food is plentiful and most of us are thick of it. . .

October 5 to 11 will be National Fire Prevention Week. . .

BUD'S GARAGE, corner Railroad & Cherry Sts. Guaranteed finest workmanship. Chevron Service Station. Phone WE 8-3971.

Along with other provisions being made by the department of fish and game our under cover agent learns that sportsmen will have a lobby at the next session of the legislature working for a guaranteed annual catch with fringe benefits. . .

The American Legion Auxiliary will hold a card party at the Vets Memorial Bldg. on October 9th at 8:30 p.m.

They tell us that there will be a total eclipse of the sun on Sunday, October 12. . .

BEAGLE A.K.C. Reg. at Stud, Proven Sire, Famous Deer Hound, Voice, Leader. 1469 E. Napa, Sonoma WE 8-5111.

Among the men who often long for some good home cooking are husbands.

Guy Bounds, who is the other half of Rose Cleaners was operated on at the Fort Mason Hospital this past week. . .

Give the family a treat by making your reservations now at Chef Cardini's in Glen Ellen for your Thanksgiving Dinner. . .

Middle Age, says a woman who has seen a lot of doctors, is when the cheery physician stops asking, "How's the old girl?" and begins inquiring, "Well, how's the young lady?"

For Business Cards, Letterheads, Envelopes, and other types of Printed forms be sure to contact MOONBEAMS next time.

A report from the California Dept. of Fish and Game announces that more than 100,000 students under 16 yrs. of age have been trained in safe hunting and gun handling since 1954. . . Well now is the time to start training the adults!!!

The Valley of the Moon Lions Club will meet at the Sonoma Mission Inn next Tuesday evening. . . Hope to see many of the members out!!!

When in the Cloverdale area stop at the best service station for the best deal in tires. . . **BILL'S OK AUTO FLOAT.**

MOONBEAMS

We see that the proper gift for Wedding Anniversaries for the 1st yr. is paper, so send the lucky couple a sub. to Moonbeams. . . The 4th is flowers, so that gift can be arranged by contacting the Bancroft Nursery, the 5th is wooden, the 7th is copper and the 8th is bronze. . . Any of these three can be arranged for by contacting Mission Chapel Mortuary. . .

Did you know that it now costs 50c to cross the Golden Gate Bridge each way?? If you don't believe it, I will be happy to let you pay my toll on the next trip to San Francisco . . . and back. . .

—YES MOONBEAMS ACCEPTS POLITICAL ADVERTISING—

When a woman called the police to report a skunk in her cellar, the officer advised: "Make a trail of bread crumbs from the basement to the yard and wait for the skunk to follow it outside." . . . A little later the woman called back: "I did what you told me. Now I've got two skunks in my cellar."

The Sonoma group of Alcoholics Anonymous meets every Thursday night at 8:30, at the Sonoma Valley Improvement Club in Fetters.

Did you know that Christmas will fall on the 25th of December this year, and it's not too early to order your Christmas cards now from Moonbeams???

Vote... Yes

On Proposition No. 1



MOONBEAMS

For Barbecued Spare Ribs like you have never eaten before, try MILL'S PATIO, 2755 Mendocino Ave., Santa Rosa — Also bar.

The El Verano School Mothers' Club will hold a rummage sale on October 17-18, so contact Mrs. Garcia at WE 8-3780 if you have any items to donate. . .

Alarmed when a fire started in his car, a man bought a bottle of beer from a bar, shook it up and extinguished the flame with the foam.

ELECTRONIC DRIVE-IN-TV and Radio Specializing In Auto Radio. 736 West Napa St., Sonoma. Kraft and Castori. WE 8-4839.

Arrested for speeding, the woman driver explained to police that she had just washed the car and was drying it off.

You see more crazy stickers on cars these days. . . "Made in Africa by Ants" . . . "Drive Carefully the Life You Save Might Be Mine" . . . "Pass Quietly Driver Asleep" . . . "Dont Laugh It's Paid For" . . . "Made in Detroit by Idiots" . . . "Caution Woman Driver" . . . "Help Stamp Out Republicans", etc.

ADOBE DRUG (Ray S. Duer), 417 1st St. W., Sonoma. WE 8-2971
Prescription Specialist Veterinary Supplies

Wanted 298 More Subscribers!

